

To: Tom Cannon

Fm: Randi Paul

Subject: ADAPSO/MAPS mailing

- o Approximately 600 labels received from ADAPSO:
 - 188 were not sent (clients, competitors, financial analysts or field sales crucial prospects)
 - 412 letters and enclosures mailed.
- o Compared INPUT list of top 267 Information Services Vendors (all vendors with annual revenue greater than or equal to \$10 million) to ADAPSO membership list:
 - Of the top 267 companies only 76 or 29% are ADAPSO members.
 - Of the 76 found to be ADAPSO members 21 companies or 28% subscribed to ISIP/MAPS in 1983 and/or 1984 and would therefore not be bona fide prospects.
- o Based on past purchasing patterns, companies \$10 million or greater are most likely prospects for \$1,000 plus reports.
- o Of the 412 firms offered this package, only 55 companies (76 less 21 clients mentioned above) have revenue over \$10 million and are prospective buyers.
- o To date, 7 reports at \$1,495 each have been sold -- totalling \$10,465 in new business.
- o That is a return of:
 - 2% on entire mailing of 412 companies.
 - 13% on mailing of 55 qualified prospects with revenue over \$10 million.

Randi





THE
ASSOCIATION
OF DATA
PROCESSING
SERVICE
ORGANIZATIONS

JEROME L. DREYER
PRESIDENT

May 15, 1984

Dear ADAPSO Member:

Under a new arrangement, ADAPSO is promoting selected, externally conducted research studies to our members in return for a discount for the members. The research must be quality and of interest to the membership, and the discounts must be substantial.

We are pleased that under an arrangement with INPUT, ADAPSO members are now able to procure INPUT's detailed five-year market forecast at a special price which is less than one-third of INPUT's standard list price. Bear in mind that the information is substantially different from the ADAPSO/INPUT annual survey which analyzes current year activities.

Packaged as a two-volume set containing over 400 pages, these reports present vertical and cross-industry forecasts derived from INPUT's 1983 research program. For a limited time, ADAPSO members can purchase this information directly from INPUT using the enclosed order form.

As a special bonus, any company ordering the two volumes before June 15, 1984, may also select one of INPUT's current industry studies at no additional charge.

We encourage our members to take advantage of this opportunity.

Sincerely,



AUTHORIZATION FORM

TO: INPUT
1943 Landings Drive
Mountain View, CA 94043

Yes, I'd like to take advantage of INPUT's special offer to ADAPSO members! Please enter my order for the reports checked below.

Volume I - Vertical Markets: U.S. Information Service Markets 1983-1988 at fee of \$995.
 Volume II - Cross-Industry Markets: U.S. Information Services Markets 1983-1988 at the fee of \$995.
 Both Volumes I and II as listed above at the total fee of \$1,495.

I understand that if I order both Volume I and Volume II before June 15, 1984, I may select a free bonus report.

Bonus Report Selection (check only one):

Impact of Personal Computers on Processing Services Vendors
 Trends in Software Product Pricing
 Opportunities for Engineering and Scientific Information Services
 Trends in Processing Service Pricing
 Opportunities in Sales, Marketing and Distribution Applications

Please bill my company in the amount of \$ _____ on purchase order no. _____.
 Enclosed is my check in the amount of \$ _____.

Your reports will be shipped immediately upon receipt by INPUT of this signed authorization form (which includes confidentiality agreement) and check or purchase order.

CONFIDENTIALITY AGREEMENT

The client agrees to hold as confidential all information provided by INPUT through this study. The information provided shall be used only by the employees of and within the current corporate structure of the client and will not be disclosed to any other organization or person including parent, subsidiary, or affiliated organizations without written consent of INPUT.

The client agrees to control access to the information provided to prevent unauthorized disclosure in violation of this agreement.

INPUT exercises its best efforts in preparation of the information provided under this agreement and believes the information contained therein to be accurate. However, INPUT shall have no liability for any loss or expense which may result from incompleteness or inaccuracy of the information provided.

AUTHORIZED BY:

Client Organization

Signature

Name

Title

Date

ACCEPTED BY INPUT:

Signature

Name

Title

Date

7

MA83 Sales@ \$2500
ORDER/INVOICE/FULFILLMENT

INPUT

ORDER/INVOICE/FULFILLMENT

17

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
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INPUT

ORDER/INVOICE/FULFILLMENT

ORIGINATOR (SIGNATURE) <i>Stephen M. Freeman</i>		PREPARED BY: <i>S.S. PRODIER</i>		DATE: 3-20-01				
ACTIVITY	<input checked="" type="checkbox"/> NEW ORDER	<input type="checkbox"/> FULFILLMENT ONLY	COMMISSION TO:	SOLD BY:	APPROVED			
	<input type="checkbox"/> CONTINUATION	<input type="checkbox"/> SINGLE INVOICING	%	%				
	<input type="checkbox"/> CHANGE	<input type="checkbox"/> MULTI-INVOICING:	%	%	INITIAL			
	<input type="checkbox"/> CANCEL	<input type="checkbox"/> NO. INVOICES _____	%	%				
	<input type="checkbox"/> SPECIAL:	<input type="checkbox"/> PENDING:	%	%	DATE			
PRODUCT	SUBSCRIPTION	US <input type="checkbox"/> UK <input type="checkbox"/> PROJ. ID/YEAR	TITLE OR DESCRIPTION		AMOUNT			
	CUSTOM	U.S. MA83VII	U.S. Info Services Markets 1983-85 Vol I					
MULTICLIENT	MA83VII	U.S. Info Service Markets Vol II						
REPORTS								
COPIES								
CONSULT/PRESENT.								
TAPES/MATERIALS								
REIMBURSED COSTS								
P.O. #		INPUT CONTRACT <input type="checkbox"/>		LETTER <input checked="" type="checkbox"/>	VERBAL <input type="checkbox"/>			
ATTACH ALL AUTHORIZING DOCUMENTS TO WHITE (CONTRACT) COPY.								
ORIGINATOR	SHIP TO:	INVOICE TO: (IF DIFFERENT)						
	NAME <i>Deborah F. McDERMOTT</i>	NAME _____						
INVOICE	TITLE <i>Corporate Strategic Planning</i>	TITLE _____						
	COMPANY <i>Automatic Data Processing</i>	COMPANY _____						
O.I.F. ONLY	ADDRESS <i>One ADP Boulevard</i>	ADDRESS _____						
	PHONE <i>(201) 994-5230</i>	PHONE () _____						
<p>* <input type="checkbox"/> Check here if more than one shipping address and attach names and addresses to green (fulfillment) copy. * <input type="checkbox"/> Check here for address change to mail list.</p> <p>INVOICE TO READ: (FOR OTHER THAN STANDARD WORDING)</p> <p><i>@ Standard</i></p>								
SPECIAL INSTRUCTIONS FOR HANDLING, BILLING, STAGGERED OR DELAYED PAYMENTS, ETC.								
ORIGINATOR/SHIPPING	ITEM DESCRIPTION OR TITLE	NO.	BY	DATE	ITEM DESCRIPTION OR TITLE	NO.	BY	DATE
	<i>MA83VII VOL I</i>				<i>MA83VII VOL II</i>			
FULFILLMENT	FULFILLMENT TO BE COMPLETED IN:			<input type="checkbox"/> PALO ALTO	<input type="checkbox"/> LONDON	<input type="checkbox"/> OTHER		



INPUT

ORDER/INVOICE/FULFILLMENT

ORIGINATOR (SIGNATURE)		<i>Denise S. Smith</i>		PREPARED BY: P. Sammons		DATE: 3/15/84			
ACTIVITY	<input checked="" type="checkbox"/> NEW ORDER	<input type="checkbox"/> FULFILLMENT ONLY		COMMISSION TO:	SOLD BY:	APPROVED			
	<input type="checkbox"/> CONTINUATION	<input type="checkbox"/> SINGLE INVOICING	<input type="checkbox"/> PS 100%	<input type="checkbox"/> PS 100%	%	%	%		
	<input type="checkbox"/> CHANGE	<input type="checkbox"/> MULTI-INVOICING	<input type="checkbox"/> NO. INVOICES	<input type="checkbox"/> %	<input type="checkbox"/> %	<input type="checkbox"/> %	<input type="checkbox"/> %		
	<input type="checkbox"/> CANCEL	<input type="checkbox"/> PENDING:							
	<input type="checkbox"/> SPECIAL:								
PRODUCT	US	UK	PROJ. ID/YEAR	TITLE OR DESCRIPTION			AMOUNT		
	U.S.	MA83		U.S. Info. Services Markets, 83-88			\$4900		
ORIGINATOR CLIENT AUTH.	P.O. #	99122971		INPUT CONTRACT	<input type="checkbox"/>	LETTER	<input type="checkbox"/>	VERBAL	<input checked="" type="checkbox"/>
	ATTACH ALL AUTHORIZING DOCUMENTS TO WHITE (CONTRACT) COPY.								
	SHIP TO:*			INVOICE TO: (IF DIFFERENT)					
	NAME	Mr. Satoru Hayasaki		NAME			Denise Smith		
	TITLE	Manager of Systems		TITLE			Purchasing Dept.		
	COMPANY	FUJIT SU AMERICA		COMPANY			FUJIT SU AMERICA		
	ADDRESS	2985 Kifer Rd.		ADDRESS			3055 Orchard Dr.		
		Santa Clara, CA 95051					San Jose, CA 95134		
	PHONE	(408) 946-8777		PHONE			(408) 946-8777 x311		
	* <input type="checkbox"/> Check here if more than one shipping address and attach names and addresses to green (fulfillment) copy. * <input type="checkbox"/> Check here for address change to mail list.								
INVOICE TO READ: (FOR OTHER THAN STANDARD WORDING)									
ORIGINATOR/SHIPPING O.I.F. ONLY	SPECIAL INSTRUCTIONS FOR HANDLING, BILLING, STAGGERED OR DELAYED PAYMENTS, ETC.								
	PROMISED THE REPORT WOULD BE IN THE MAIL FRIDAY, MARCH 16, 1984.								
	ITEM DESCRIPTION OR TITLE	NO.	BY	DATE	ITEM DESCRIPTION OR TITLE	NO.	BY	DATE	MULTI-INVOICING
									OF
FULFILLMENT TO BE COMPLETED IN:					<input checked="" type="checkbox"/> PALO ALTO	<input type="checkbox"/> LONDON	<input type="checkbox"/> OTHER		

- * WHITE - CONTRACT * GREEN - FULFILLMENT * YELLOW - INVOICE * PINK - ORIGINATOR
- * GOLDENROD - REGIONAL SALES MANAGER



INPUT

ORDER/INVOICE/FULFILLMENT

ORIGINATOR (SIGNATURE) *R. Paul*PREPARED BY: *R. Paul*

DATE: 5/7/84

ACTIVITY	<input checked="" type="checkbox"/> NEW ORDER	<input type="checkbox"/> FULFILLMENT ONLY	COMMISSION TO:	SOLD BY:	APPROVED			
	<input type="checkbox"/> CONTINUATION	<input checked="" type="checkbox"/> SINGLE INVOICING	<i>Ramp 102</i> %	<i>Ramp 102</i> %	<i>[Signature]</i>			
PRODUCT	<input type="checkbox"/> CHANGE	<input type="checkbox"/> MULTI-INVOICING:	%	%	INITIAL			
	<input type="checkbox"/> CANCEL	<input type="checkbox"/> NO. INVOICES _____	%	%	DATE			
CLIENT AUTH.	<input type="checkbox"/> SPECIAL:	<input type="checkbox"/> PENDING:	%	%				
ORIGINATOR	US <input type="checkbox"/> UK <input type="checkbox"/> PROJ. I.D./YEAR		TITLE OR DESCRIPTION		AMOUNT			
	<i>US MARS/V1</i>		<i>US Info Serv Industry Vol I - Industry Specific</i>		<i>\$2450</i>			
INVOICE	P.O. # <i>42971</i>		INPUT CONTRACT <input type="checkbox"/> LETTER <input type="checkbox"/> VERBAL		<i>Telcon 5/7/84</i>			
	ATTACH ALL AUTHORIZING DOCUMENTS TO WHITE (CONTRACT) COPY.							
O.I.F. ONLY	SHIP TO: NAME <i>John McAllister</i> TITLE <i>VP</i> COMPANY <i>National Computer Systems</i> ADDRESS <i>5237 Wynterhall Way</i> <i>Dunwoody, GA 30338</i>		INVOICE TO: (IF DIFFERENT) NAME <i>John McAllister</i> TITLE COMPANY <i>National Computer Systems</i> ADDRESS <i>1300 NCS Center Dr</i> <i>Dunwoody, GA 30338</i>					
	PHONE <i>(404) 391-1722</i>		PHONE <i>(404) 391-1722</i>		*			
<input type="checkbox"/> Check here if more than one shipping address and attach names and addresses to green (fulfillment) copy. * <input type="checkbox"/> Check here for address change to mail list. INVOICE TO READ: (FOR OTHER THAN STANDARD WORDING) <hr/> <hr/> <hr/>								
SPECIAL INSTRUCTIONS FOR HANDLING, BILLING, STAGGERED OR DELAYED PAYMENTS, ETC. <i>Send Fed Today.</i>								
ORIGINATOR/SHIPPING	ITEM DESCRIPTION OR TITLE	NO.	BY	DATE	ITEM DESCRIPTION OR TITLE	NO.	BY	DATE
FULFILLMENT	FULFILLMENT TO BE COMPLETED IN: <input type="checkbox"/> PALO ALTO <input type="checkbox"/> LONDON <input type="checkbox"/> OTHER							



INPUT

ORDER/INVOICE/FULFILLMENT

ORIGINATOR (SIGNATURE)

PREPARED BY: P. Sammons DATE: 4/6/84

ACTIVITY	NEW ORDER CONTINUATION CHANGE CANCEL SPECIAL:	<input checked="" type="checkbox"/> FULFILLMENT ONLY <input type="checkbox"/> SINGLE INVOICING <input type="checkbox"/> MULTI-INVOICING: NO. INVOICES _____ <input type="checkbox"/> PENDING:	COMMISSION TO:	SOLD BY:	APPROVED				
			PS 100%	PS 100 %	GJ INITIAL				
PRODUCT	SUBSCRIPTION CUSTOM MULTICLIENT REPORTS COPIES CONSULT./PRESENT. TAPES/MATERIALS REIMBURSED COSTS	US UK PROJ. ID/YEAR	TITLE OR DESCRIPTION		AMOUNT				
		US MA83I	US INFO SERVICES MKTS 83-88		\$2450				
CLIENT AUTH.	P.O. # 27490	INPUT CONTRACT <input type="checkbox"/>		LETTER <input type="checkbox"/>	VERBAL <input checked="" type="checkbox"/>				
ATTACH ALL AUTHORIZING DOCUMENTS TO WHITE (CONTRACT) COPY.									
ORIGINATOR	SHIP TO:	INVOICE TO: (IF DIFFERENT)							
	NAME Melinda Scott	NAME _____							
	TITLE Director S.R.S.	TITLE _____							
	COMPANY 560 Lexington Avenue	COMPANY _____							
	ADDRESS 20th Floor	ADDRESS _____							
	NY, NY 10154	PHONE ()							
PEAT, MARWICK, MITCHELL, & CO.									
PHONE (212) 872-6548									
* <input type="checkbox"/> Check here if more than one shipping address and attach names and addresses to green (fulfillment) copy. * <input type="checkbox"/> Check here for address change to mail list.									
INVOICE TO READ: (FOR OTHER THAN STANDARD WORDING)									
SPECIAL INSTRUCTIONS FOR HANDLING, BILLING, STAGGERED OR DELAYED PAYMENTS, ETC. FEDERAL EXPRESS TO ARRIVE MONDAY 4/9/84: #0100-5759-0.									
O.I.F. ONLY	INV. COMP.	BY:	DATE:	CLIENT #:	ORDER #: 3109 INV. #: 11275				
					MULTI-INVOICING OF _____				
ORIGINATOR/SHIPPING	ITEM DESCRIPTION OR TITLE		NO.	BY	DATE	ITEM DESCRIPTION OR TITLE	NO.	BY	DATE
	MA83		1						
	WII								
FULFILLMENT TO BE COMPLETED IN: <input checked="" type="checkbox"/> PALO ALTO <input type="checkbox"/> LONDON <input type="checkbox"/> OTHER									



INPUT

ORDER/INVOICE/FULFILLMENT

ORIGINATOR (SIGNATURE)		<i>J. J. S.</i>		PREPARED BY: P. Sammons		DATE: 5/2/84			
ACTIVITY	<input checked="" type="checkbox"/> NEW ORDER	<input checked="" type="checkbox"/> FULFILLMENT ONLY	COMMISSION TO:	SOLD BY:	APPROVED				
	<input type="checkbox"/> CONTINUATION	<input type="checkbox"/> SINGLE INVOICING	PS 100 %	PS 100 %					
	<input type="checkbox"/> CHANGE	<input type="checkbox"/> MULTI-INVOICING:	%	%					
	<input type="checkbox"/> CANCEL	<input type="checkbox"/> NO. INVOICES _____	%	%	INITIAL				
	<input type="checkbox"/> SPECIAL:	<input type="checkbox"/> PENDING:	%	%					
PRODUCT	SUBSCRIPTION	US <input type="checkbox"/> UK <input type="checkbox"/> PROJ. ID/YEAR	TITLE OR DESCRIPTION			AMOUNT			
	CUSTOM MULTICLIENT REPORTS COPIES CONSULT./PRESENT. TAPES/MATERIALS REIMBURSED COSTS	US MA83I	US INFO MKETS 83-88, Vol. I			\$2450			
CLIENT AUTH.	P.O. # 84-05-02	INPUT CONTRACT <input type="checkbox"/>			LETTER <input type="checkbox"/>	VERBAL <input checked="" type="checkbox"/>			
ATTACH ALL AUTHORIZING DOCUMENTS TO WHITE (CONTRACT) COPY.									
ORIGINATOR INVOICE	SHIP TO: NAME Roger Renaud TITLE Partner COMPANY Price Waterhouse ADDRESS 2401 Toronto Dominion Tower Edmonton Center Edmonton, Alberta T5J 2Z1 PHONE (403) 423-5234			INVOICE TO: (IF DIFFERENT) NAME _____ TITLE _____ COMPANY _____ ADDRESS _____ PHONE () _____					
	* <input type="checkbox"/> Check here if more than one shipping address and attach names and addresses to green (fulfillment) copy. * <input type="checkbox"/> Check here for address change to mail list.								
	INVOICE TO READ: (FOR OTHER THAN STANDARD WORDING)								
	SPECIAL INSTRUCTIONS FOR HANDLING, BILLING, STAGGERED OR DELAYED PAYMENTS, ETC. FEDERAL EXPRESS today; #1042-0532-1.								
	O.I.F. ONLY	INV. COMP.	BY:	DATE:	CLIENT #:	ORDER #:	INV. #: _____ OF _____		
ORIGINATOR/SHIPPING FULFILLMENT	ITEM DESCRIPTION OR TITLE		NO.	BY	DATE	ITEM DESCRIPTION OR TITLE	NO.	BY	DATE
	Vol I MA83		1						
FULFILLMENT TO BE COMPLETED IN:					<input checked="" type="checkbox"/> PALO ALTO	<input type="checkbox"/> LONDON	<input type="checkbox"/> OTHER		



INPUT

ORDER/INVOICE/FULFILLMENT

ORIGINATOR (SIGNATURE)		PREPARED BY: P. Sammons		DATE: 4/3/84						
ACTIVITY	<input checked="" type="checkbox"/> NEW ORDER <input type="checkbox"/> CONTINUATION <input type="checkbox"/> CHANGE <input type="checkbox"/> CANCEL <input type="checkbox"/> SPECIAL:	<input checked="" type="checkbox"/> FULFILLMENT ONLY <input type="checkbox"/> SINGLE INVOICING <input type="checkbox"/> MULTI-INVOICING: NO. INVOICES _____ <input type="checkbox"/> PENDING:	COMMISSION TO: PS 100 % % % %	SOLD BY: PS 100 % % % %	APPROVED INITIAL DATE					
	PRODUCT	US <input type="checkbox"/> UK <input type="checkbox"/> PROJ. I.D./YEAR	TITLE OR DESCRIPTION		AMOUNT					
	US <input type="checkbox"/> MA83I	U.S. Info. Services Mkts 83-88, Vol I, Industry-Specific Markets		\$2450						
CLIENT AUTH	P.O. # Organization Code for Wm. Capps: 30-8405		INPUT CONTRACT <input type="checkbox"/>	LETTER <input type="checkbox"/>	VERBAL <input checked="" type="checkbox"/>					
ATTACH ALL AUTHORIZING DOCUMENTS TO WHITE (CONTRACT) COPY.										
ORIGINATOR	SHIP TO: NAME	INVOICE TO: (IF DIFFERENT) NAME William Capps								
	TITLE	TITLE First Vice President								
	COMPANY	COMPANY Security Pacific National Bank								
	ADDRESS	ADDRESS 333 South Hope St., H43-18 Los Angeles, CA 90051								
	XNN	Woodland Hills, CA 91367								
	PHONE ()	PHONE (213) 888-7600								
	* <input type="checkbox"/> Check here if more than one shipping address and attach names and addresses to green (fulfillment) copy. * <input type="checkbox"/> Check here for address change to mail list.									
	INVOICE TO READ: (FOR OTHER THAN STANDARD WORDING)									
	SPECIAL INSTRUCTIONS FOR HANDLING, BILLING, STAGGERED OR DELAYED PAYMENTS, ETC. Security Pacific's Federal Express #: 9042066.									
	FEDERAL EXPRESS 4/3/84.									
O.I.F. ONLY	INV. COMP.	BY:	DATE:	CLIENT #:	ORDER #:	INV. #:	MULTI-INVOICING OF _____			
ORIGINATOR/SHIPPING FULFILLMENT	ITEM DESCRIPTION OR TITLE		NO.	BY	DATE	ITEM DESCRIPTION OR TITLE		NO.	BY	DATE
	MA83		1	Mr	4-3-84					
FULFILLMENT TO BE COMPLETED IN:						<input type="checkbox"/> PALO ALTO	<input type="checkbox"/> LONDON	<input type="checkbox"/> OTHER		



INPUT

ORDER/INVOICE/FULFILLMENT

ORIGINATOR (SIGNATURE)		<i>Joseph M. Sprenen</i>		PREPARED BY: S SPRIVEN		DATE: 3-16-84				
ACTIVITY	<input checked="" type="checkbox"/> NEW ORDER	<input type="checkbox"/> FULFILLMENT ONLY <input type="checkbox"/> SINGLE INVOICING <input type="checkbox"/> MULTI-INVOICING: NO. INVOICES _____ <input type="checkbox"/> PENDING:		COMMISSION TO: HCT 100 % % % %		SOLD BY: HCT 100 % % % %				
	<input type="checkbox"/> CONTINUATION <input type="checkbox"/> CHANGE <input type="checkbox"/> CANCEL <input type="checkbox"/> SPECIAL:									
PRODUCT	<input type="checkbox"/> SUBSCRIPTION <input type="checkbox"/> CUSTOM <input type="checkbox"/> MULTICLIENT <input type="checkbox"/> REPORTS <input type="checkbox"/> COPIES <input type="checkbox"/> CONSULT/PRESENT. <input type="checkbox"/> TAPES/MATERIALS <input type="checkbox"/> REIMBURSED COSTS	US <input type="checkbox"/> PROJ ID/YEAR	TITLE OR DESCRIPTION U.S. Information Services Markets 1983-88 Volume II Cross-Industry				* AMOUNT 2450.			
CLIENT AUTH.	P.O. # _____		INPUT CONTRACT <input type="checkbox"/>		LETTER <input type="checkbox"/>		VERBAL <input type="checkbox"/>			
ATTACH ALL AUTHORIZING DOCUMENTS TO WHITE (CONTRACT) COPY.										
ORIGINATOR	SHIP TO: NAME _____ TITLE _____ COMPANY _____ ADDRESS _____				INVOICE TO: (IF DIFFERENT) NAME <i>TOM MCARDLE</i> Mail Stop CANWY TITLE <i>DIRECTOR of Industry Forecast</i> COMPANY <i>Sperley Corp</i> <i>1000 Township Line Rd</i> ADDRESS <i>P.O. Box 500</i> P.D. BOX 500 Blue Bell, PA 19424 PHONE <i>(215) 542-3287</i>					
	<input type="checkbox"/> PHONE () <input type="checkbox"/> Check here if more than one shipping address and attach names and addresses to green (fulfillment) copy.				<input type="checkbox"/> INVOICE TO READ: (FOR OTHER THAN STANDARD WORDING) <i>① Research Subscription - U.S. Information Services</i> <i>MARKETS 1983-88 - Cross-Industry</i>					
INVOICE	* <input type="checkbox"/> Check here for address change to mail list.									
O.I.F. ONLY	INV. COMP.	BY:	DATE:	CLIENT #:	ORDER #:	INV. #:	MULTI-INVOICING OF _____			
ORIGINATOR SHIPMENT FULFILLMENT	ITEM DESCRIPTION OR TITLE <i>U.S. MA83VII</i>		NO.	BY	DATE	ITEM DESCRIPTION OR TITLE		NO.	BY	DATE
	FULFILLMENT TO BE COMPLETED IN: <input type="checkbox"/> PALO ALTO <input type="checkbox"/> LONDON <input type="checkbox"/> OTHER									

17

Informatics

Sales
MA 83
via
ADDP50

User Technology

DTSS

Maritime Computer

Endata

The System Center Inc.

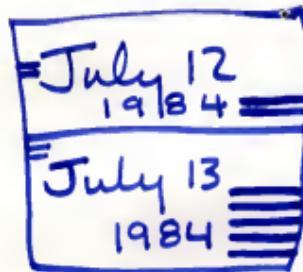
ARMS, Inc.

Chi Computer

V-Mark

National Intergroup

User



10.35.5
Label : ADAPSO
Promotion MA83
(1984)

Randi
please handle
Tom C

June 20, 1984

TO: Peter, Ed
FROM: Tom Cannon
SUBJECT: Market Analysis

I asked Randi Paul to do an analysis of the recent mailing (MA83, V. I & II: \$995 for one, two for \$1,495) to ADAPSO members. I have attached a copy of her memo to me for your information.

The analysis indicates that though less than 10 ADAPSO members became clients for the reports, the mailing achieved real penetration and much better results than an initial glance indicates.

We are still following up on the phone. I'm trying to track all of our marketing activities in this same fashion so that we measure what we do and curve our plans in the future as a result.

TMC:jdw
Attachment

cc: Jim Grugan

→ Tom - This is a good analysis

- Question - How many of the 7 sales were to companies with \$10M+ in revenues?
- The reason for the low price was to make it possible for the smaller \$ $<10M$ companies to buy for a change
- Why did we not mail to financial analysts? They always plead poverty at the mention of high prices. Maybe they would pay the low price

Ed
6/24/84

2. 27. 19
1923 - 1924
S. C. M. - 1924

To: Tom Cannon

Fm: Randi Paul

Subject: ADAPSO/MAPS mailing

- o Approximately 600 labels received from ADAPSO:
 - 188 were not sent (clients, competitors, financial analysts or field sales crucial prospects)
 - 412 letters and enclosures mailed.
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 - Of the top 267 companies only 76 or 29% are ADAPSO members.
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- o That is a return of:
 - 2% on entire mailing of 412 companies.
 - 13% on mailing of 55 qualified prospects with revenue over \$10 million.

/ Randi
did all 7 sales
have \$10M+ plus
revenues?

